



THE UNIVERSITY OF
NEW SOUTH WALES

MASTER OF MARKETING

MARK6011 MARKETING IN ASIA

Session 1
2005

Prepared by
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Sydney 2052 Australia

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About the Course

Location: Marketing Seminar Room

Timetable

Week	Date	Topic
10	May 10	Marketing in Asia: How different is it?
11	17	Market entry into Asia?: The most critical decision of all
12	24	Japan: As hard as it sounds?
13	31	China: The rhetoric and reality
14	June 7	Indonesia & India: When are they worth the effort?
15	14	Branding: In and Into Asia Across Asia
16	21	Overview and Assignment Presentations

Course Overview

Marketing in Asia is designed for students interested in pursuing a career in marketing goods and/or services *in* or *to* Asia. The content of the course will focus on the knowledge, understanding and conceptual skills necessary for operating effectively in Asian markets. The course will be taught from the perspective of international organisations and firms marketing to countries in Asia. The course will incorporate real-world examples of how marketing is practised in Asia - by westerners entering and operating in Asian markets and by Asians marketing to other Asians.

Course Aims

The aims of this course are to develop the following:

1. An awareness of the various environmental, organisational, and human factors influencing marketing in key Asian markets;
2. The ability to understand and assess the problems, barriers and opportunities in marketing to Asia;
3. Effective cross-cultural and generic communications skills that are crucial to the implementation of international marketing practices;
4. The ability to perform some international marketing functions; and
5. A heightened capacity for critical thinking and problem solving abilities.

Format and teaching approach

There are four main learning activities in this course.

- Interactive mini-lectures: you are encouraged to ask questions and respond to issues posed by the lecturer
- Academic research critiques: you are required to read and evaluate academic marketing articles
- Business news discussion: discuss Asian marketing news items with in tutorial time
- Group assignment: research assignment that demands extensive research and analysis

Seminar Format

The format for each week will be as follows:

- Class discussion on article distributed by Roger (or brought to class by student)
- Mini-lecture by Roger
- Individual reading exercise presentation
- Group Brainstorming exercise
- Cross-cultural role play

Course Coordinator

Senior Lecturer: Dr Roger March Room JG309 **Consultation:** By appointment

Tel: 9385 (7265) **Fax:** 9663-1985 **Mobile:** 041239-5238 **E-mail:** r.march@unsw.edu.au

Readings

This section contains a variety of readings on topics related to marketing and business in Asia. I have pdf copies of ALL these articles, most of which I will place on MARK6011 webCT by next Tuesday. This is your reading list for the course. (An exhaustive list of textbook and journal references is also supplied at the end of this course outline.)

This section is divided into three parts: **Background Briefings** (research, information and insights into macro issues); **Cross-Cultural Communication Readings**; and **Generating Insights** (containing two sections: learning from Western firms experience in Asia and learning from the Asian approach to international marketing).

As you will see, for each section there are two types of information: academic materials and non-academic. Offering you both types of articles allows you to read and consider empirical research backed by academic rigour *and* provide practical and real-world insights provided by organisations and individuals involved in the Asian market.

Background Briefings

Business magazines & other source materials

- Can India Catch Up? (Fortune cover story)
- Developing Alliance Partners in China
- Historical Antecedents of Marketing Strategy in Japan
- China's Growing Competitiveness (2002)
- Can India Overtake China? (2005)
- Strategies of Local Companies in India when Competing against MNCs
- The Risks of Investing and Entering Emerging Markets

Academic

- Taiwanese Business Ethics when Operating in East Asia (2001)

Cross-Cultural Communication Readings

Academic

- Influence of culture on relationship development processes in overseas Chinese/Australian networks (2001)
- A Conceptual Model and Study of Cross-Cultural Business Relationships (1998)
- Stereotypes And Realities In Finnish-Japanese Business Communication

Practical

- Communicating Across Cultures (excellent!)
- Some Humorous Cross-Cultural Advertising Gaffes!
- Away on Business: Humor Is No Laughing Matter

Generating Insights

Learning from Western Experience

Academic Research

- Ben & Jerry's in Japan
- Timing Market Entry into China (2002)

Business magazines & other source materials

- Failure of a Foreign Bank in Korea
- HP in India
- Starbucks in Asia
- Toys R Us in Japan
- MTV in India
- Walmart takes on Japan
- Walmart in Thailand
- Why Lion Nathan Left China
- Philips in China
- An American Builder in China
- How Nike Figured Out China (2004)

Insights into the Asian Consumer/Business

Academic Materials

- Decision-making Styles of Chinese Consumers
- Applying Maslow's Hierarchy of Needs to the Korean Market
- Cultural Variations in Country of Origin Effects – US & Japan (2000)
- Culture and relationship development in overseas Chinese/Australian networks (2001)
- Cross-Cultural Comparison of Customer Value Perceptions for Products in East Asia (2003)
- Unlocking the Asian Wine Market (2003)

Business magazines & other source materials

- Asian Brands to the World
- Haier's Strategy for the World
- Seven-Eleven in Japan
- Branding Cars in China
- Growth Strategy of Samsung Electronics
- Can Chinese Brands Make it Abroad?
- Marketing Strategy, Japanese-style

Assessment

Assignment Name	Due date	Weight
Written Assignment 1 – Group or Individual	Week 16	40
Presentation of Assignment 1	Week 16	20
Cross-cultural Role Play – 3-person group	Week 14 & 15	10
Reading exercise – Academic	TBD	10
Reading exercise – Non-academic	TBD	10
Questioning exercise	TBD	10
TOTAL		100%

Assignment and Presentation

Topic and content to be negotiated in Week 1. Both due in Week 16.

Reading Exercise

Academic

- (A) Provide a written executive summary (no more than 500 words) of one academic article as if your reader was a company executive who didn't have time to wade through academic 'stuff'. As a template, see the Executive Summaries at the end of articles in Journal of Business & Industrial Marketing. (I have a pdf copy of an article.)
- (B) Give a 10-minute talk to class about the lessons from the articles.

Non-Academic

Compare and contrast two articles. (To generate as broad as possible exposure to marketing issues in Asia, no two students can cover the same article.) Your articles need to have some degree of commonality to allow for comparison(?). Again the structure is your call. A 15-minute presentation is required. A one-page handout should be provided to the class prior to your presentation. You will be assessed on the following:

- Depth of insights generated
- Depth of research & preparation
- Creativity of presentation

Questioning Exercise

Prepare a 10-minute presentation on your – or your organisation's – particular area of interest with regard to Asian marketing and business. The content and structure is your decision. The one requirement is that your final slide lists four questions whose answer you do not know, but wish to know. These questions must flow, as much as possible, from what you have said beforehand.

Cross-cultural role play

Read the articles in the Reading List – and other materials you may have – and develop a 3-4 minute conversation among two people from different cultures (Asian vs Westerner) and highlight common mistakes in communicating in business across cultures. The person or

persons not involved in the role play then gives a 5-minute explanation of what lessons were highlighted in the role-play. Generate discussion as much as possible.

Marked for creativity, for insights offered, for discussion generated – and for how much fun you generate for all of us!

Grading and feedback

All assignments and examinations are assessed using the Fail, Pass, Credit, Distinction and High Distinction grading system (see table below)

Code	Grade	% Mark	Explanation
HD	High Distinction	85-100	An outstanding performance
DN	Distinction	75-84	A superior, well above average performance
CR	Credit	65-74	A good, above average performance
PS	Pass	50-64	An acceptable level of performance
FL	Fail	0-49	Unsatisfactory performance

A more comprehensive list of possible grades can be found at <http://www.student.unsw.edu.au/atoz/atoz-Results.shtml>

Statement about grading of group assignments, if applicable. Statement about moderation or scaling, if applicable.

Unless otherwise indicated, feedback for all assessment (except final examination) will be provided within two weeks of submission.

Student Responsibilities

Attendance and participation

Students are expected to be regular and punctual in attendance at all classes in the courses in which they are enrolled. It is important to note that if students attend less than eighty per cent of their possible classes they may be refused final assessment. All requests for non-attendance at class must be submitted to your lecturer or the Director, Master of Marketing.

Academic honesty

Students and staff are governed by the normal laws which regulate our daily lives. But in addition the University has its own code of rules and conduct. This is because good conduct and academic honesty are fundamental to the mission of the University as an institution devoted to the pursuit of excellence in scholarship and research, and to the service of society. These principles apply not only to students but to the whole University community, including staff engaged in research. They have been developed over many years and are widely supported by staff and students. Staff and students are committed to good conduct and academic honesty and are keen to see that these values and principles are upheld.

The University Council has defined student misconduct as follows (29th August 1994): Student misconduct includes student academic misconduct and also encompasses conduct which impairs the reasonable freedom of other persons to pursue their studies or research or to participate in the life of the University.

It is the responsibility of all students to familiarise themselves with the rules that govern student and academic misconduct. For more information, please see:
http://www.student.unsw.edu.au/academiclife/assessment/academic_misconduct.shtml

Plagiarism

Plagiarism is considered academic misconduct and, as such, will be severely penalised. Plagiarism involves using the work of another person and presenting it as one's own. Acts of plagiarism include copying parts of a document without acknowledging and providing the source for each quotation or piece of borrowed material. These rules against plagiarism apply whatever the source of the work relied upon may be, whether printed, stored on a compact disc or other medium, found on the World Wide Web or Internet.

Similarly, using or extracting another person's concepts, experimental results or conclusions, summarising another person's work or, where, there is collaborative preparatory work, submitting substantially the same final version of any material as another student constitutes plagiarism.

It is your responsibility to make sure you acknowledge within your writing where you have "sourced" the information, ideas and facts etc.

The basic principles are that you should not attempt to pass off the work of another person as your own, and it should be possible for a reader to check the information and ideas that you have used by going to the original source material. Acknowledgment should be sufficiently accurate to enable the source to be located speedily. If you are unsure whether, or how, to make acknowledgment consult your lecturer.

For more information on plagiarism and how to avoid it, visit the UNSW Learning Centre website: <http://www.lc.unsw.edu.au/onlib/plag.html>

The Education Development Unit (EDU)

Learning support, tailored to the needs of FCE students, is available from the Education Development Unit (EDU) in the Faculty. The EDU offers a range of services for FCE students including:

- Academic skills workshops run throughout the session;
- Printed and on-line study skills resources e.g. referencing guide, report writing and exam preparation;
- A drop-in resource centre containing books and audio visual material that can be borrowed;
- A limited consultation service for students with individual or small group learning needs.

More information about the EDU services including on-line resources, workshop details and consultation request forms are available from the EDU website.

Contacts and location:

EDU Web: <http://education.fce.unsw.edu.au>
EDU Location: Room 2039, Level 2 Quadrangle Building

EDU services are free and confidential and are available to students of the Faculty of Commerce and Economics.

Other UNSW support

In addition to the EDU services, the UNSW Learning Centre provides academic skills support services for students. The Learning Centre is located on Level 2 of the Library and can be contacted by Phone: 9385 3890 or through their website: <http://www.lc.unsw.edu.au/>. Students experiencing problems of an academic or personal nature are encouraged to contact the Counselling Service at UNSW. This service is free and confidential and run by professional counsellors. The Counselling Service is located on Level 2, Quadrangle East Wing, and can be contact on 9385 5418.

REFERENCES

Recommended Text (if you want to buy one)

Kotler, P., Ang, S.H., Leong, S.W., and Tan C.T. (2003) Marketing Management: An Asian Perspective, Pearson Prentice Hall

Open Reserve reference books

General international marketing texts:

Johansson, J.K. (2000) Global Marketing: Foreign Entry, Local Marketing & Global Management, Irwin S658.8/93F

Fletcher, R. & Brown, L. (2002) International Marketing: An Asia-Pacific Perspective 2nd Ed., Prentice Hall, Sydney S658.848/69C

Trompenaars, F. and Hampden-Turner, C. (1998) Riding the Waves of Culture: Understanding cultural diversity in business, Nicholas Brealy, London .S658.4/604A

Wong, Su Mon et al. (2000) Marketing and International Business, Prentice Hall: Sydney

Marketing in Asia references:

Burns, R. (1998) Doing Business in Asia: A Cultural Perspective, Longman, Melbourne
Hou, Wee Chow (1997) Practical Marketing: An Asian Perspective, Addison Wesley, Singapore S658.80095/2A

Lasserre, P. & Schutte, H. (1999) Strategy and Management in Asia Pacific, McGraw-Hill

Pecotich, A. and Shultz, C.J. (1998) Marketing and Consumer Behavior in East and South-East Asia, McGraw-Hill, Sydney S381.095/1

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Case study references:

Ang, S.H. et al (2000) Principles of Marketing: An Asian Case Book, Prentice Hall, Singapore

Calingo, L.M.R. (1997) Strategic Management in the Asian Context: A casebook in business policy and strategy, John Wiley & Sons S658.4012095/2

Capon, N. & Vanhonacker, W.R. (2000) The Asian Marketing Casebook, (1999) Prentice Hall, Singapore

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Qulech, J.A., Siew, L.M., Ang, S.H., Tan, C.T. (2000) Strategic Marketing Cases for 21st Century Asia, Prentice Hall, Singapore

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Japan References:

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Morgan, J.C. & J.J. Morgan, J.J., (1991) Cracking the Japanese Market: Strategies for success in the new global economy, The Free Press

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Asian Development Bank (1997) Emerging Asia: Changes and Challenges, Asian Development Bank Publications

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Watson, J.L. (1997) Golden Arches East: McDonald's in East Asia, Stanford University Press: Stanford

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American Chamber Of Commerce In Japan J'nl	S382.097305/2
Asiaweek	SQ950.05/46
China Business Review	SQ382.0951005/2
Far Eastern Economic Review	SQ338.09505/1
Business Week International	SQ650.5/3
Tokyo Business Today	SQ338.095205/14
Free China Review	SQ951.2405/1
China Quarterly	S915.10505/1
Columbia Journal of World Business	SQ338.05/11
Harvard Business Review	SQ650.6/1
International Marketing Review	S658.8005/19
Journal of Asian Business	Available at the State Library on CD-ROM
Journal of International Business Studies	S658.04905/1
Journal of International Consumer Marketing	S658.8005/25
Journal of Global Marketing	S658.84805/2
Australian Financial Review	
Asian Wall Street Journal	Best business newspaper covering Asia
International Herald Tribune	Best-quality international newspaper
The Financial Times	UK financial daily
Nikkei Weekly	Japan and Asian business and economics

INTERNET SITES

AUSTRALIAN ORGANISATIONS	
Australian Chamber of Manufactures	http://www.acm.org.au/acmhome.htm
Aust. Bureau Agricultural/Resource Economics	http://www.abare.gov.au/
Australian Embassy Indonesia (excellent links)	http://www.austembjak.or.id/sites.htm
AUSTRADE (Australian Trade Commission)	http://www.austrade.gov.au/
AUSTRADE – Downloadable publications	http://www.austrade.gov.au/toolbar/publications.asp
DFAT (Dept. Foreign Affairs & Trade)	http://www.dfat.gov.au/business/index.html
DFAT (Country Fact Sheets)	http://www.dfat.gov.au/geo/fs/index.html
DFTA - East Asia Economic Crisis Site	http://www.dfat.gov.au/hot/east_asia/index.html
DFAT: Food & Agriculture in SE Asia	http://www.dfat.gov.au/bookshelf/html/subsistence_to_supermarket.html
DFAT: Overseas Chinese Business Networks	http://www.dfat.gov.au/bookshelf/html/overseas_chinese_business.html
E-COMMERCE	
E-Commerce Newsletter (free)	http://www.emarketer.com/newsletters/
ASIAN BUSINESS & NEWS	
Michigan State University - Asia Resources	http://globaledge.msu.edu/ibrd/busresmain.asp?ResourceCategoryID=6
Asia Links	http://asia-links.com/
Global Market Information Database	UNSW Library Database
Asia Inc Magazine	http://www.asia-inc.com/
Asia Internet Directory (by country)	http://www.asia-inc.com/aid/index.html
World Trade Organization (WTO)	http://www.wto.org/
Asian Development Bank	http://www.adb.org/
Political and Economic Risk Consultancy	http://asiarisk.com/
Far Eastern Economic Review	http://www.feer.com/
Asian Advertising and Marketing	http://www.asianad.com/
The Economist (Country Briefings)	http://www.economist.com/countries/
BBC Asia Pacific News	http://news.bbc.co.uk/hi/english/world/asia-pacific/default.htm
BusinessWeek (Asia)	http://www.businessweek.com/globalbiz/asia_index.htm

International Monetary Fund - Asian Crisis Report	http://www.imf.org/external/pubs/ft/weo/weo1297/index.htm
East Asia Virtual Library	http://www.clas.ufl.edu/users/gthursby/eastasia/
The World Factbook for Asia	http://www.odci.gov/cia/publications/nsolo/factbook/asia.htm
World Economic Forum	http://www.weforum.org/
MasterCard (Consumer confidence surveys)	http://www.mastercard.com/press/
The Asia Foundation	http://www.asiafoundation.com/
United Nations Conference on Trade & Development	http://www.unctad.org/unctad/en/enhome.htm
U.S. State Department Country Guides	http://www.state.gov/www/about_state/business/com_guides/
JAPAN	
Nikkei Weekly (Japanese business newspaper)	http://www.nikkei.co.jp/enews
Australia/ N.Z. Chamber of Commerce in Japan	http://www2.gol.com/users/anzccj/
American Chamber of Commerce in Japan	http://www.accj.org.jp/
Japan News Site	http://www.newsonjapan.com/
U.S. Dept of Commerce: Japan Information Page	http://www.ita.doc.gov/region/japan/menu.html
JETRO (Japanese import promotion body)	http://www.jetro.go.jp
Directory of Japanese company profiles	http://www.nikkei.co.jp/enews/BB/guide.html
Japan Economic Federation	http://www.jef.or.jp
MITI	http://www.miti.go.jp/index-e.html
NEC advice on Japanese market entry	http://www.necsys.com/AsianAlliance/JPNwp.html #Tips
Keidanren (Japan's largest industry organisation)	http://www.keidanren.or.jp
KOREA	
Korea Herald	http://www.koreaherald.co.kr/
Chosun Ilbo (Korean newspaper)	http://www.chosun.com/g_.html
Korea Economic Daily	http://www.ked.co.kr/
Korea Chamber of Commerce and Industry	http://www.kcci.or.kr/
Korean Trade and Investment Promotion Agency	http://www.kotra.or.kr/
CHINA	
China Economic & Business News (by provinces)	http://www.chinanews-aapg.com/
China Daily	http://www.chinadaily.net/news/index.html
Excellent summary of China news sources	http://www.voicesofchinese.org/
European Chamber of Commerce in China	http://www.eucc.com.cn/
Business Beijing	http://cbw.com/busbj/
Directory of China-related sources	http://www.aweto.com/china/
Business Weekly	http://www1.chinadaily.com.cn/bw/bw.html
China-Australia Chamber of Commerce	http://www.austcham.org/
OTHER ASIA	
Bangkok Post Business News	http://www.bangkokpost.net/today/home.html
Tempo (Indonesia)	http://www.tempo.co.id/
The Star (Malaysia)	http://www.jaring.my/~star/
The Economic Times (India)	http://www.economicstimes.com/
The Times of India (India)	http://www.timesofindia.com/
The Straits Times (Singapore)	http://straitstimes.asia1.com/
Bisnis Indonesia	http://www.bisnis.com/